Department of 
Art as Applied to Medicine
Centennial Celebration

Wednesday, July 20, 2011
Thomas B. Turner Building
Johns Hopkins University
School of Medicine
Baltimore, Maryland

This activity has been approved for AMA PRA Category 1 Credits™.
The Department of Art as Applied to Medicine was endowed in 1911 and has been teaching medical and scientific illustration continuously ever since. Graduates of the Department of Art as Applied to Medicine continue the Hopkins “tradition of excellence” into the 21st century.

This year, 2011, will mark the department’s 100-year anniversary. To celebrate this momentous occasion the department will host a one-day educational conference comprised of alumni speakers who will present on a wide range of topics dealing with many aspects of medical and scientific communication.

Art as Applied to Medicine’s comprehensive and rigorous curriculum has provided its graduates with a solid foundation not only to become active and successful professional illustrators, but also to pursue diverse and unique paths within the field. Indeed, many Art as Applied to Medicine alumni have become pioneers and leaders in the profession.

Conference speakers will present topics ranging from professional education, publishing, courtroom exhibits, business, molecular imaging, medical simulation, three-dimensional modeling, and computer animation.

WHO SHOULD ATTEND
This conference is intended for medical and scientific illustrators, physicians, research scientists, and those from other disciplines who are involved with the visual dissemination of medical and scientific data.

OBJECTIVES
After attending this activity, the participants will demonstrate the ability to:

- Recognize new and time-tested approaches to surgical illustration for print and new media
- Recognize the newest software applications and techniques for visualizing and communicating molecular structure and function

OBJECTIVES (continued)
- Explain the roles 2D and 3D animation have played in enhancing the education of health care professionals and expanding the field of medical and scientific communication
- Recognize ways in which the Internet and other new-media have affected medical and scientific education
- Describe the techniques behind effective storytelling in pharmaceutical advertising and the design of instructional programs at all levels of medical education
- Recognize the important role effective medical and scientific communication has played in the advancement of science and medicine over the past century

ACCREDITATION STATEMENT
The Johns Hopkins University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CREDIT DESIGNATION STATEMENT
The Johns Hopkins University School of Medicine designates this educational activity for a maximum of 1.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The Association of Medical Illustrators has approved the following Continuing Education Unit (CEU) values:
- Totals: .85 Biomedical; .3 Business; .175 Art
- Early Morning: .075 Business; .10 Art
- Late Morning: .175 Business
- Early Afternoon: .075 Biomedical; .05 Business
- Late Afternoon: .075 Art
- Evening: .10 Biomedical

POLICY ON SPEAKER AND PROVIDER DISCLOSURE
It is the policy of the Johns Hopkins University School of Medicine that the speaker and provider disclose real or apparent conflicts of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentation(s). The Johns Hopkins University School of Medicine OCME has established policies in place that will identify and resolve all conflicts of interest prior to this educational activity. Detailed disclosure will be made in the activity handout materials.
REGISTRATION
Wednesday, July 20, 2011, 8:00 – 8:30 a.m.

LOCATION
Thomas B. Turner Building
Johns Hopkins University School of Medicine
720 Rutland Avenue
Baltimore, Maryland 21205
The Turner Building is located on Rutland Avenue at Monument Street. Directions and campus parking information are available on our website under the contact and travel section at www.HopkinsCME.edu. Handicapped parking is available in the nearby Rutland Garage. Johns Hopkins is smoke-free.

FEES
Registration Fees:
Meeting .......................................................... $100
Dinner Only ..................................................... $85
Combination (Meeting and Dinner) ...................... $175

REGISTRATION CUT-OFF DATE – July 14, 2011

Methods of Payment: Payment by check or credit card must accompany registration form prior to the activity. On-site payments by credit card only. Foreign payments must be by credit card or with a U.S. Dollar World Money Order. The registration fee includes instructional materials, continental breakfast, refreshment breaks and lunch.

You will receive a confirmation by e-mail if you have provided your e-mail address. Otherwise, confirmation will be sent by mail. If you have not received it by July 14, 2011, call (410) 502-9634 to confirm that you are registered. Certificates of attendance will be processed by September 3, 2011.

The Johns Hopkins University reserves the right to cancel or postpone any activity due to unforeseen circumstances. In this event, the University will refund the registration fee but is not responsible for travel expenses. Additionally, we reserve the right to change the venue to a comparable venue. Under such circumstances registrants will be notified as soon as possible.

LATE FEE AND REFUND POLICY
A $50 late fee applies to registrations received after 5:00 p.m. EST on July 14, 2011. A handling fee of $50 will be deducted for cancellation. Refund requests must be received by fax or mail by July 14, 2011. No refunds will be made thereafter. Transfer of registration to another Johns Hopkins conference in lieu of cancellation is not possible.

HOTEL AND TRAVEL INFORMATION

A limited block of sleeping rooms has been reserved for your convenience and will be available on a first-come, first-served basis. The Tremont Plaza is an all-suite hotel located just a short walk from Baltimore’s Inner Harbor. Each unit has a complete kitchen and separate sleeping quarters. Make your reservation online with group reservation code art100 at www.tremontplazahotel.com or call the hotel directly and specify that you are attending the JHMI Centennial to receive the special group rate of $155, single or double, plus tax. Both valet and self-parking are available on-site at an additional charge. Check-in time is 4:00 p.m. Check-out time is 12:00 p.m.

Complimentary transportation will be provided to and from the activity and the dinner.

Call United Airlines at (800) 521-4041 for discounted rates and refer to Meeting ID Number 549TJ. Mileage Plus® miles are available.

SOCIAL EVENT
A dinner for conference registrants, guests and faculty will be held on the concourse of the Thomas B. Turner Building on the evening of July 20 from 6:15 to 10:00 p.m. at a cost of $85 per person. Please indicate your attendance on the Registration Form.

ACTIVITY EVALUATION
An activity evaluation form will be available to attendees to evaluate each session and each speaker’s presentation, as well as to identify future educational needs.

OUTCOMES SURVEY
An outcomes survey will be sent to all physician attendees within three months post activity to assist us in determining what impact this activity had on the attendee’s practice.

EMERGENCY CALLS
On the day of this activity only, July 20, 2011, direct emergency calls to the registration desk, (410) 955-3673. Messages will be posted for participants.

AMERICANS WITH DISABILITIES ACT
The Johns Hopkins University School of Medicine fully complies with the legal requirements of the ADA and the rules and regulations thereof. Please notify us if you have any special needs.

TO REGISTER or FOR FURTHER INFORMATION
Register On-line www.HopkinsCME.edu
Register by Phone (credit card only) (410) 502-9636
Register by Fax (866) 510-7088
Confirmation/Certificates (410) 502-9636
General Information (410) 955-2959
E-mail the Office of CME cmenet@jhmi.edu

For general information, the direct link for this CME activity web page is: http://www.hopkinscme.edu/CourseDetail.aspx?80026148

Visit the Department of Art as Applied to Medicine website at: http://www.hopkinsmedicine.org/medart/
Program

Celebrating 100 Years

Teaching Excellence in Medical Illustration

Wednesday, July 20, 2011

MORNING

8:00 – 8:30 Registration
Continental Breakfast
and Exhibit Viewing

8:30 – 8:45 Welcome

8:45 – 9:15 New Beginnings
Gary Lees, MS, CMI, FAMI

9:15 – 9:30 From Medical Illustration to Data Visualization*
Bang Wong, MS, MA

9:30 – 9:45 Changing Faces: Medical Illustrator to Clinical Anaplastologist*
Juan Garcia, MA, CCA, CMI

9:45 – 10:00 Bringing Medical Animation to the World: Developing International Mobile Phone Applications*
Bruce Blausen, MA

10:00 – 10:15 Advances in Subcellular Modeling and Visualization*
Graham Johnson, PhD, MA

10:15 – 10:30 Medical Illustration as a Student, an Illustrator, and Director of an MFA Program
Gerald Hodge, BFA, Certificate—Medical Art

10:30 – 10:45 Refreshment Break

10:45 – 11:15 Changing with the Times
Corinne Sandone, MA, CMI

11:15 – 11:30 Insight and Impression: Observations in Communicating Science
Cassio Lynm, MA, CMI

11:30 – 11:45 New Beginnings: When Good Enough Isn’t…
Sue Seif, MA, CMI, FAMI

11:45 – 12:00 Bridging the Patient Education Communication Gap with Evolving Multilingual Superpowers!
David Cheney, MA, CMI

12:00 – 12:15 A Career of Change: Illustration, Animation, Ideation
Donna Desmert, MA

12:15 – 12:30 The Increasing Bandwidth for Biomedical Communication
Michael Linkinboker, MA, CMI

12:30 – 12:45 The Use of Simulators in Medical Education: A Medical Illustrator’s Perspective*
Emily Shaw, MA, CMI, EMT-B

12:45 – 1:45 Lunch and Exhibit Viewing

AFTERNOON

1:45 – 2:00 Great Collaborations
Anne Altemus, MA, FAMI

2:00 – 2:15 Electron Tomography: Visualizing Biology at Molecular Resolution*
Donny Bliss, MA

2:15 – 2:30 Collaborating with the Best: Never a Dull Moment!
Zina Deretsky, MA, CMI

2:30 – 2:45 A Journey from Medical Art to Estuarine Research
Alice Lippson, Certificate—Medical Art

The Johns Hopkins University School of Medicine takes responsibility for the content, quality and scientific integrity of this CME activity.
2:45 – 3:00 Houston in My Rearview Mirror: A Look Back
Herb Smith, MA

3:00 – 3:15 Refreshment Break

3:15 – 3:30 Developmental Snapshots: Illuminating Embryology with Clinical Imaging*
Lydia Gregg, MA, CMI

3:30 – 3:45 Making Maps, Taking Journeys: Collaborations in Public Health
Jennifer Fairman, MA, CMI, FAMI

3:45 – 4:00 Art & Science: The Balance
John Cody, MD, Certificate~Medical Art

4:00 Adjourn
Please complete and return the Evaluation and Credit Report Forms.

EVENING

6:15 – 7:00 Cocktails

7:00 – 7:50 Brödel’s Maryland
Ric Cottom
Musical selections from the “Saturday Night Club”
Concert Artists of Baltimore
Edward Polochick, Artistic Director

8:00 Dinner
The Great Eighth
John Cameron, MD
Closing Remarks
Gary Lees, MS, CMI, FAMI

* This lecture has been approved for AMA PRA Category 1 Credit™.
Juan García, MA, CCA, CMI ’95  
Assistant Professor  
Director, The Facial Prosthetics Clinic  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Lydia Gregg, MA, CMI ’07  
Research Associate and Medical Illustrator  
Division of Interventional Neuroradiology  
Department of Radiology and Radiological Science  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Gerald Hodge, BFA, Certificate ~ Medical Art ’49  
Director Emeritus  
Graduate Program in Medical and Biological Illustration  
University of Michigan  
Ann Arbor, Michigan

Graham Johnson, PhD, MA ‘97  
NSF Postdoctoral Fellow  
Scripps Research Institute  
La Jolla, California

Gary Lees, MS, CMI, FAMI ’69 Univ. of Mich.  
Associate Professor  
Chair and Director, Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Michael Linkinhoker, MA, CMI ‘97  
Co-founder and Principal, Link Studios  
Assistant Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Alice Lippson, Certificate ~ Medical Art ’54  
Illustrator and Author  
St. Michaels, Maryland

Cassio Lynm, MA, CMI ’00  
Senior Medical Illustrator, JAMA  
Adjunct Clinical Assistant Professor, Biomedical Visualization  
University of Illinois  
Chicago, Illinois

Corinne Sandone, MA, CMI ’86  
Associate Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Sue Seif, MA, CMI, FAMI ’77  
President  
Seif & Associates, Inc.  
Richmond, Virginia

Emily Shaw, MA, CMI, EMT-B ’03  
Senior Simulation Technologist  
SIHEL Clinical Simulation Centers  
MedStar Health  
Baltimore, Maryland

Herb Smith, MA ‘61  
Past Director, Medical Illustration and Audiovisual Education  
Baylor College of Medicine  
Wimberly, Texas

Bang Wong, MS, MA ‘01  
Creative Director  
Broad Institute of MIT and Harvard University  
Cambridge, Massachusetts

Celebrating 100 Years

Teaching Excellence in Medical Illustration

ACTIVITY DIRECTOR
Ralph Hruban, MD
Professor of Pathology and Oncology

PLANNING COMMITTEE
Department of Art as Applied to Medicine
Gary Lees, MS, CMI, FAMI
Chair and Director, Associate Professor

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Art Director

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Corinne Sandone, MA, CMI
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Associate Professor

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Dean Michael Klag

Johns Hopkins Department of Cardiac Surgery

Johns Hopkins Department of Orthopedics
Dr. Edward McFarland

Vesalius Trust
Registration Form

Celebrating 100 Years: Teaching Excellence in Medical Illustration
Department of Art as Applied to Medicine Centennial Celebration
July 20, 2011

To Register:  Online: www.HopkinsCME.edu  By fax: (866) 510-7088
By phone (credit card only): (410) 502-9634

Or mail this form to the Johns Hopkins University, Office of Continuing Medical Education, P.O. Box 64128, Baltimore, Maryland 21264-4128. Include check payable to HOPKINS/80026148, or include credit card information below.

PAYMENT MUST ACCOMPANY FORM TO CONFIRM YOUR REGISTRATION.

Please type or print clearly:

last name  first name  middle initial

primary degree (for name badge)  primary specialty

preferred mailing address

city  state  ZIP + 4 code  country

daytime telephone  fax number

e-mail

You will receive confirmation notice by e-mail if you provide your e-mail address.

Check here if you wish to receive e-mail and/or fax notices about upcoming CME activities.

What do you hope to learn by attending this activity?

_________________________________________________________________
_________________________________________________________________

Please notify us if you have any special needs.

_________________________________________________________________

Registration Fees:

☐ Meeting Only ................................................................. $100
☐ Dinner Only ................................................................. $85
☐ Combination (Meeting and Dinner) ........................................ $175

RSVP:

☐ Yes, I plan to bring # _____ guests to the dinner @ $85 per

For registrations received after 5:00 p.m. EST on July 14, 2011, include a $50 late fee. On-site registrations are payable only by credit card.

Total amount enclosed $ __________

Payment Type:

☐ Check (See instructions on top of form.)

☐ Credit Card:  ☐ VISA  ☐ MASTERCARD  ☐ DISCOVER  ☐ AMEX

Card # __________ - __________ - __________ - __________  Exp. Date __________

name on card  signature & date